**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?

Prior to online forms being used for the collection of information, physical forms such as on paper and verbal communication were used.

* 1. What were the problems with this method of collection?

Some of the key problems that arises with this method for collection include that is a potential for illegible entries or incomplete entries to occur if written by the customer rather than the person entering the data, while another potential issue may include a transcription error by a data-entry operator.

1. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.

There are a few key reasons why getting data directly from the source (the customer) is beneficial these include but are not limited to;

* Reduction of time required for the processing of hard copy forms while ensuring that the user can still fill it out in their own time when they feel like it
* Generally a more accurate and complete entry as it removes the issue of difficult handwriting to interpret and can have compulsory textboxes to ensure it is all filled out.
* Removes the issue of double handling adding to the chance of error/incorrect data arising
* The ability for access to foreign stores by simply filling out the form
  1. What is a potential problem with direct access?

One of the key issues with direct access includes that people can enter false information, incorrect data (based on their interpretation or not) or invalid data while the site may not be able to pick it up or direct them in the right direction.

1. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?

This method of shopping is most beneficial to those housebound (elderly, sick, over committed, ect) or those who are unable to access a place of sale in their hours of operation.

* + 1. What is meant by time-poor people?

The term time poor people refers to people who are overcommitted or wastes time in a circumstance.

* 1. Feedback
     1. What is the nature of feedback sought?

Generally the feedback information is based around the brands product research, online marketing or just a general feedback on their usefulness.

* 1. Online voting

Online voting is method of expressing an opinion on a set question or topic. This may be a opinion sought by a organisation, group or individual. Online voting assist in the person replying truthfully without the response being altered due to others knowing your response. It is usefull for getting your clients view and altering to fit what they want.

* 1. Social Networking

Social networking sites allow for communication via the users entering information via the site.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.

PHP or Hypertext Pre-Processor, is used on the server to allow for dynamic webpage content by allowing the user to be in control of the information received. This is done by the server searching within for the information requested by the user, with this information then being brought forward to the webpage and hence displayed.

* 1. What is a dynamic webpage?

A dynamic webpage is one that the content changes as requested by the user, hence providing an interactive experience. For example with google earth where you enter a location then scroll around and zoom in and out as you wish, hence being in direct control of the information being provided.

* 1. Give examples of dynamic webpages.

As mentioned above with a description, google earth.

* 1. Explain the nature of ASP.

ASP or Active Server Page, is a web application tool that assists in building dynamic webpages.

* 1. How does JavaScript differ from PHP and ASP?

One of the key differences between PHP or ASP and JavaScript is that while ASP and PHP are server side tools, JavaScript is a client side tool.

* 1. Back-end tools
     1. what type of information is sought by back end tools such as cPanel and Google Analytics.

Key information sought by a backend tool such as cPanel Google Analytics include stats on who visited the site and from where, while information like the browser used, often searched items, geographical location and website they came from is often included. This data assisting in creating pages that are more tailored to the requirements of the community who use the site.

* 1. Cookies
     1. Describe the nature of a cookie.

A Cookie is a small file that webservers store on the clients computers hard drive. Storing various information on your visit for next time.

* + 1. What information does a cookie typically contain?

Typical information contained in a cookie including; email addresses, viewing preferences and the likes.

* + 1. How can cookies be misused?

Though a cookie is in no way a virus they can however be misused as spyware, tracking the user and other information of varying importance.

* + 1. What is spyware?

Spyware is a file that collects small amounts of information about the user without their permission, or knowing. Typically it will be hidden from the user with it sometimes being a discreet program installed as bundleware or hidden even more deeply. Spyware is a direct issue for many users as it can track confidential information, change settings and slow down the internet connection.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL

TLS (Transport Layer Security) and its predecessor SSL (Secure Socket Layer) are security protocols used to provide security for the communication on the internet.

1. What is the role of HTTPS software?

The key role of HTTPS software is to provide encryption and security by using the SSL and TLS protocols and server verification.

1. Which port does HTTPS use? How does this compare to HTTP.

HTTPS uses port 443 whereas URLs using http use port 80. This helps prevent unauthorised pages entering.

**Privacy Policies**

1. What is the role of privacy policies?

Privacy policies are used to inform the person whose data is being collected of the intended uses and what will be gathered. They must be easily found.

1. What data must a privacy policy contain?

The privacy policy must contain how the data will be collected and whom it will be disclosed to as well as how it shall be used.

**Shipping and returns policy**

1. What is the role of these policies?

These policies are used for cases where the item doesn’t fit the description or use. This occurs as the item wasn’t bought with you able to see it physically prior to the sale.